

ORDER



KSNV

Orders
 Order / Rev: 105663
 Alt Order #: 06842087
 Product Desc: HORSFORD 4 CONGRESS
 Estimate: 1609
 Flight Dates: 09/12/12 - 09/17/12
 Original Date / Rev: 08/17/12 / 09/07/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency
 Name: GMMB, Inc./ Washington D.C.
 Buying Contact:
 Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Horsford for Congress *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	38	\$14,770.00	\$12,554.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	38	\$14,770.00	\$12,554.50	0.00
Totals	38	\$14,770.00	\$12,554.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$14,770.00
Market	100%	\$47,645.16

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$12,387.74
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$7,623.23
KTUD	1%	\$476.45
KVVU	18%	\$8,576.13
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$3,811.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	2	\$90.00	4	0.00	NM	2	\$650.00
				M-F 5-6a WakeUp w/Wagners											

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--WTF--	2	\$90.00	0.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	KSNV	09/12/12	09/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		Rachael Ray		11am-12pm	--WThF----	:30		(\$325.00)		0.00	NM		
See MG 9.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/10/12-09/16/12		Rachael Ray		11am-12pm	--WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 9.1 09/14															
[revised rate]															
E 10	KSNV	09/12/12	09/14/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---WTF--	2		\$125.00		0.00						
E 11	KSNV	09/12/12	09/14/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	2	\$100.00	3	0.00	NM	2	\$200.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$100.00		0.00						
E 12	KSNV	09/17/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$150.00	4	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$150.00		0.00						
E 13	KSNV	09/17/12	09/17/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$145.00	4	0.00	NM	1	\$145.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$145.00		0.00						
E 14	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	1	\$175.00	4	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	1		\$175.00		0.00						
E 15	KSNV	09/12/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	2	\$250.00	4	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$250.00		0.00						
E 16	KSNV	09/12/12	09/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	2	\$230.00	4	0.00	NM	2	\$460.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$230.00		0.00						
E 17	KSNV	09/12/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	2	\$230.00	4	0.00	NM	2	\$460.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---WTF--	2		\$230.00		0.00						
E 18	KSNV	09/12/12	09/14/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	2		\$125.00		0.00						
E 19	KSNV	09/15/12	09/15/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$100.00	4	0.00	NM	1	\$100.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 19	KSNV	09/15/12	09/15/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$100.00	4	0.00	NM	1	\$100.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$100.00		0.00				
E 20	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$2,400.00		0.00				
E 21	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
SUN NIGHT FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$4,000.00		0.00				
E 22	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	2	\$255.00	4	0.00	NM	2	\$510.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			2		\$255.00		0.00				
E 23	KSNV	09/12/12	09/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	1	\$110.00	4	0.00	NM	1	\$110.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			1		\$110.00		0.00				
E 24	KSNV	09/17/12	09/17/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$110.00	4	0.00	NM	1	\$110.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$110.00		0.00				
E 25	KSNV	09/12/12	09/14/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	--WTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			1		\$325.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		M-F Today Show III 4th Hr		10am-11am	--WThF----	:30		(\$325.00)		0.00	NM		
See MG 25.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/16/12		M-F Today Show III 4th Hr		10am-11am	--WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 25.1 09/14															
[revised rate]															
N 26	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-WTF--	:30	2	\$125.00	3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			2		\$125.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/11/12-09/17/12		M-F 5-6a WakeUp w/Wagner5-6a		5-6a	M-WThF----	:30		(\$125.00)		0.00	NM		
See MG 26.3,26.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/11/12-09/17/12		M-F 5-6a WakeUp w/Wagner5-6a		5-6a	M-WThF----	:30		(\$125.00)		0.00	NM		
See MG 26.3,26.4															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/12/12-09/17/12		M-F 5-6a WakeUp w/Wagner5-6a		5-6a	M-WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 26.2,26.1															
[REVISED RATE]															
4	KSNV	09/12/12-09/17/12		M-F 5-6a WakeUp w/Wagner5-6a		5-6a	M-WThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 26.2,26.1															
[REVISED RATE]															
Totals													38	\$14,770.00	